WHAT IS CLAIMED IS:

1. A toner comprising a binder resin, a colorant and an infrared absorbing agent, wherein tanδ (loss elastic modulus G"/storage elastic modulus G') of the toner at 120°C is in the range of 3 to 6.

2. A toner of Claim 1, wherein a storage elastic modulus G' at 120°C of the toner is not less than 1×10^2 (Pa).

3. A toner of Claim 1, wherein an average degree of roundness of the toner is not less than 0.940.

4. A toner of Claim 1, comprising inorganic particles having an average primary particle size of 5 to 50 nm and toner particles comprising the binder resin, the colorant and the infrared absorbing agent.

5. A toner of Claim 4, wherein a content of the inorganic fine particles is 0.2 to 3 parts by weight with respect to 100 parts by weight of toner particles.

6. A toner of Claim 4, wherein the inorganic fine particles are hydrophobic silica and titanium oxide.

7. A toner of Claim 1, wherein the binder resin comprises a first polyester resin, or a first polyester resin and a second polyester resin, a weight ratio between the first polyester resin and the second polyester resin being in the range of 10 : 0 to 6 : 4.

8. A toner of Claim 7, wherein the first polyester resin has a weight-average molecular weight of 7,000 to 30,000 and the second polyester resin has a weight-average

molecular weight of 30,000 to 250,000.

9. A toner of Claim 7, wherein the first polyester resin contains a crystalline monomer and the second polyester resin does not contain a crystalline monomer.

10. A toner of Claim 7, wherein a softening point of the first polyester resin is in the range of 90-110°C, and a softening point of the second polyester resin is in the range of 120-150°C.

11. A toner of Claim 7, wherein glass transition points of the first and second polyester resins are in the range of 50 to 75°C.

12. A toner of Claim 1, wherein the binder resin comprises a styrenic resin having a weight average molecular weight of 30,000 - 250,000.

13. A toner of Claim 1, wherein a content of the IR absorbing agent is set to 0.1 to 1 part by weight with respect to 100 parts by weight of the binder resin.

14. A toner of Claim 1, further comprising a first wax and a second wax, the first wax having a fusing point of 62 to 95°C, and the second wax having a fusing point of 100 to 150°C.

15. A toner of Claim 1, further comprising a wax, a content of the wax being 0.5 to 5 parts by weight with respect to 100 parts by weight of the binder resin.

16. A toner of Claim 1, further comprising a first wax and a second wax, the first wax being a synthetic ester wax and the second wax being a polyolefin wax.

17. A toner of Claim 1, further comprising strontium

titanate.

18. A toner of Claim 1, wherein the toner are prepared by a pulverizing method.

19. A toner of Claim 1, wherein the toner are prepared by a polymerization method.

20. A non-contact heat fixing color toner comprising a binder resin, a colorant and an infrared absorbing agent, wherein tanδ (loss elastic modulus G"/storage elastic modulus G') of the toner at 120°C is in the range of 3 to 6.

21. An image-forming method comprising the steps of;

forming a toner image on a recording medium and

fixing the toner image on the recording medium by irradiation with light from a flash lamp having a light-emitting energy of 1.0 to 5.0 J/cm^2

wherein the toner comprising a binder resin, a colorant and an infrared absorbing agent and having tanδ (loss elastic modulus G"/storage elastic modulus G') of at 120°C of 3 to 6.

22. An image-forming method of Claim 21, wherein a system speed for transmitting the recording medium is 90 mm/sec or more.